DEPARTMENT OF THE ARMY UNITED STATES ARMY RECRUITING BATTALION HARRISBURG **54 M AVENUE, SUITE 11**

NEW CUMBERLAND, PENNSYLVANIA 17070-5099

RCNE-HB-APA

REPLY TO

SUBJECT: Keith L. Ware Public Affairs Competition, Category G: Command Blog

1. Publication name: ArmyStrongPA Blog (http://armystrongpa.wordpress.com)

- 2. Information strategy: The ArmyStrongPA Blog is a diary-type commentary, including a one-stop information resource for battalion stakeholders whether it's community members, or in-processing Soldiers or civilians. Information that can be found on this site include the Battalion Fact Sheet, overview of the Advisory Board, Education related information and updates about happenings in the battalion on a weekly basis. This blog allows for immediate story posts and hosts the battalion's e-newsletter archives as well as direct links to GoArmy.com and ArmyStrongStories.com.
- 3. Long term goals: To expand the U.S. Army Harrisburg Recruiting Battalion's social media platforms in effort to bridge the geographical gaps to connect, talk and interact with the Pennsylvania community, transmitting the command and Army message.
- 4. Short term goals: Integrate the blog across social media platforms creating a digital dialogue with stakeholders.
- 5. Audience demographics: This blog serves as a social media application for the Soldiers (200) assigned to the Harrisburg Recruiting Battalion, their families (150) and civilians (30). This also serves as a communication device sent to the local community and Center of Influences (COI). Total audience is 800.
- 6. Site statistics: Over the past year, the BN Wordpress Blog has had 102 posts with 10,603 views. There were 131 pictures uploaded to the site in FY11 resulting in about 3 photos per week. Fifty-percent of the posts have received comments from battalion stakeholders and 80 percent of the posts were shared on other websites increasing our search engine optimization marketing tactics.
- 7. The busiest day on the ArmyStrongPA blog was May 15, 2011 with this post http://armystrongpa.wordpress.com/runforahero/ which resulted in 570 views. This post supported the Dick's Sporting Goods Pittsburgh Marathon and the U.S. Army support of the event. This post asked stakeholders to support the Army by wearing a Army Strong wrist band during the race.
- The top referring sites in 2011 were: pittsburghmarathon.com, facebook.com, apps.facebook.com, mail.yahoo.com and usarec.army.mil. Most of the visitors found the blog through search engines.
- 9. To create an integrated social media campaign, each blog post was added to both the battalion's Facebook and Twitter pages.



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REPLY TO ATTENTION OF:

10. Entry nominations:

Posts:

Run for a Hero

http://armystrongpa.wordpress.com/2011/05/02/runforahero

Top Ten Reasons Why All Schools Should Offer, and All Students Take, the ASVAB – August, 2011 http://armystrongpa.wordpress.com/2011/08/02/asvab-top-10/

Harrisburg recruiters instill 'Airborne' to Civil Air Patrol cadets: July, 2011 http://armystrongpa.wordpress.com/2011/07/04/cap-airborne-class/

Pages:

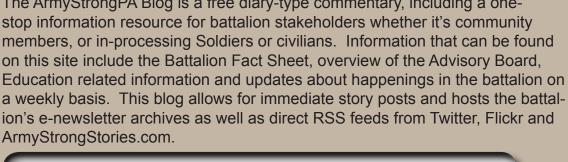
Battalion Newsletter: http://armystrongpa.wordpress.com/newsletter/ Community Outreach: http://armystrongpa.wordpress.com/outreach/ Education Outreach: http://armystrongpa.wordpress.com/outreach/

> Staci Cretu, GS Chief, Advertising and Public Affairs U.S. Army Recruiting Battalion - Harrisburg

ArmyStrongPA blog

Staying connected one social media post at a time...

The ArmyStrongPA Blog is a free diary-type commentary, including a onestop information resource for battalion stakeholders whether it's community members, or in-processing Soldiers or civilians. Information that can be found on this site include the Battalion Fact Sheet, overview of the Advisory Board. ion's e-newsletter archives as well as direct RSS feeds from Twitter, Flickr and



WORDPRESS

Harrisburg Battalion Twitter

- Best way to treat for dehydration, is prevention If you want to perform at your best in sport or exercise,... http://t.co/MsXQLpIj
- VOTE TODAY! Army STRONG Wrestler of the Year PENNSYLVANIA - Week Two Nominees: Voting ends 9 p.m. Thursday,... http://t.co/nMQJfge4



Harrisburg Battalion Photos



More Photos

- 3 hours ago
- 1 day ago

Youth LDRSHIP Essay Contest – Finalists Named

U.S. Army Recruiting Battalion - Harrisburg

With integrity and selfless service, the Harrisburg Battalion

on January 3, 2012

Army Strong PA

The United States Army Harrisburg Recruiting Battalion celebrated Veteran's Day in 2011 by offering local Pennsylvania high school students the opportunity to compete in a Veteran's Day scholarship essay contest.

The objective of this Army sponsored Veteran's Day Essay contest is to promote and support education and the literary arts with Pennsylvania high schools. The essay contest topic, which involves interviewing a Veteran, is meant to help students see the kind of strong character traits the military promotes from the perspective of a Veteran.

The battalion received over 150 entries for the Army sponsored Veteran's Day Scholarship Contest from 40 schools throughout Pennsylvania. Of the 150 entries 13 finalists were chosen, seven juniors and seniors and six freshman and sophomores. Juniors and senior finalists include students from Kittanning Senior High School, Fox Chapel Area High School, and Lancaster Catholic High School. Freshman and sophomore finalists include students from Northern Lebanon High School, Shamolin Area High School, Carlisle High School, Dubois Area Senior High School, Berwick Area High School and Kittanning Senior High School.

There will be four winners announced on February 20, 2012 after final judging is completed by the Pennsylvania School Counselors Association. These winners will receive scholarships to be used for their continued education. Scholarship awards include junior/seniors; first place \$1,000, second place \$500 and freshman/sophomores; first place, \$500 and second, \$250.

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families and the general public from Harrisburg. Please do not post personal information of this blog. If you have a personal question, please mail: schn-aga@usarcc.army.mil

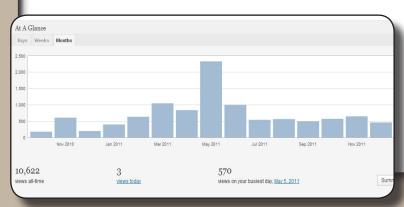
Harrisburg Battallon Twitter

- East way to treat for dehydration, is prevention 2 you want to perform at your best in agort or exercise,...
- http://t.co/MaXQLplj.4hours.ago VOTE TODAY! Army STRONG Wreatler of the Year PENNSYLVANIA-WorkTwo Nominees: Voting ends on m.
- http://t.co/nMQMgc41 day ago
- Thursday, Jan. 4, Winners announced on Friday, Jan. 5. You can vote by elicking... http://t.co/GV73Bjrc 1 day ago



- Army Strong Stories Soldier Hero from Kanasa City Recruiting Battalion attending All-American Boyl January 5, 2012 By: Fred Hermatein SSG Grayson of the Joylin Recruiting Station is greatenting the Soldier Hero fro the Kansas City Recruiting Eattalton at the All-American contact SFC Lynch at 417-609-
- Going Somewhere January 4, 2012 By: Michael Wells

- Soldier Hero from Kansas City Recruiting Battalion attending All-American Bowl January 4. 2012 By: Fred HermsteinSSG
- Grayson of the Joplin Recruiting Station is representing the Soldier Hero from the Kansas City Recruiting Battalion at the All-American Bowl, For more information contact SFC Lynch at 417-623-7966....read more
- Going Somewhere January 4, By: Michael Wells



armystrongpa.wordpress.com

Entry Nominations: Posts

Harrisburg recruiters instill 'AIRBORNE!' to Civil Air Patrol cadets

By Christine June Harrisburg A&PA

MIDDLETOWN, PA-Recruiters Staff Sgt. Joseph Tremblay Gordon taught an airborne class June 29 for 15 cadets from the International Composite Squadron 306 at the 193rd Special Op Pennsylvania Air National Guard Base



each an Army Airborne class June 29 for 15 cadets from Ving Pennsylvania Air National Guard Sase, U.S. Army done in CAP so Master Sgt. Jo. been involved organization. auxiliary of the five years.

"It was by far o

currently assign

Tremblay was a week <u>Army Air</u> Benning, Ga.

"I think the training was outstanding, most particularly all the I cadets got with the equipment," said Senior Member Jim Lichly aerospace assistant education officer. "It was very good tactical being told exactly what to do as they were able to do it."

As he had done with Future Soldiers in April, Tremblay combin school's first week - known as Ground Week - into a two-hour. The cadets had to use their imagination instead of having a mo aircraft that is used at the Army Airborne School.

http://armystrongpa.wordpress.com/2011/07/04/capairborne-class/

Top Ten Reasons Why All Schools Should Offer, and All Students Take, the ASVAB

With the new school year soon upon us, as a successful recruiter you will need to articulate to both schools and students why they should take advantage of the ASVAB Career Exploration Program (CEP).



The average public school guidance counselor in the U.S. has over 400 he or she is responsible for. Besides extremely high counselor-to-stude and resultant workload, the fact is counselors spend most of their day with students' personal problems, responding to crisis, working out sei issues, and performing numerous o "additional duties."

The bottom line is that students as getting nearly adequate career planning guidance. Many schools have tried to re shortfall by purchasing commercial, on-line career exploration programs, such as Choices," "Career Connections," "Keys to Work," "Choices," "Career Cruising," or "F All of these programs cost money, and are for the most part "passive;" they sit as the guidance department's webpage and are rarely used. The ASVAB-CEP, on th hand, is not only FREE, but it is a highly interactive program that goes well beyo commercial products by connecting students' aptitudes with their interests to he make informed, realistic career planning decisions.

There are many reasons why the ASVAB is the single best career exploration progr available and why every student and school should be using it. Below is a quick lis "sound bites" that can help you articulate the benefits of the ASVAB-CEP to you and students:

Benefits to Schools: Under Pennsylvania's new Academic Standards for Career Es and Work, by 8th grade students should begin their individualized career plan ar portfolios, which will be developed throughout high school. By 11th grade student analyze the relationship between career choices and career preparation opportunit such as secondary-education degrees, industry or military training, as well as apply effective skills used in job interviews. The ASVAB-CEP meets these guidelines for grades 10 -12. The following "sound bites" will help you articulate the benefits of the ASVAB-CEP to

http://armystrongpa.wordpress.com/2011/08/02/

The ArmyStrongPA blog serves as a communication hub for the battalion stakeholders. The blog posts provide stories about about battalion events, community events, and education information all strenthening the Army message. Pages on the blog provide information regarding the Battalion Newsletter, Community Outreach, and Education Outreach.



On August 27, at the Little League World series pre-game ceremonies, Williamspor recruiting station will assist in honoring a past little league player and Medal of Honor recipient, Spec. Ross McGinnis. The event is scheduled to be carried by ESPN and its

McGinnis grew up in Knox, Pa and enlisted at the Clarion recruiting station. He entered the Delayed Entry Program June 14, 2004.

cording to the official report, on the afternoon of Dec. 4, 2006, McGinnis' platoon was on mounted natrol in Adhamiyah to restrict enemy movement and quell sectarian violence. During the course of the patrol, an unidentified insurgent positioned on a rooftop nearby threw a fragmentation grenade into the Humvee. Without hesitati

regard for his own life, McGinnis threw his back over the grenade, pinn body and the Humyee's radio mount. McGinnis absorbed all lethal fragssive effects of the grenade with his own body. McGinnis, who class at the time, was posthumously promoted to specialist.

McGinnis will be enshrined in the Little League's Peter J. McGovern L Museum Hall of Excellence. The Hall of Excellence was established to League graduates who have become outstanding citizens and role mo is the highest honor the Little League can best

Also assisting in the enshrinement will be U.S. Army Retired General T

http://armystrongpa.wordpress. com/2011/08/25/ williamsportstation-to-assist-inhonoring-pa-hero/



http://armystrongpa.wordpress. com/2011/05/02/runforahero/

Entry Nominations: Pages



'Cold Steel' Penn Press, 2010 Dept. of the Army Award Winning Publication

The 'Cold Steel' Penn Press newsletter is published bi-monthly by the Advertising and Public Affairs (A&PA) office, U.S. Recruiting Battalion-Harrisburg. Each issue always features a calendar of events, leadership corner, battalion news, cold steel family section education section, company news and Army news.

civilians and community members associated with the Harrisburg Recruiting Battalion

- The purposes of the newsletter are to:

 1. Promote communication between Soldiers and the community they serve in,
- 2. Promote coordinated activities and a common purpose within the community and local ROTC/JROTC activities.
- ninate information regarding family news and educational activities and training available to Soldiers, civilians and family members.
- 4. Inform the recruiting field force of best practices from fellow peers and promote a core derstanding of the U.S. Army among c



Oct/Nov 2011 Vol 3, Issue 1 Feature Articles - Are you up for the challenge? - 4 - Youth success at the races - 6 - What's all the talk about STEM? - 8

- Give Army parents a break - 10 - Social media takes over Uniontown - 11













